



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Tecniche per la Ricerca Sulle Pratiche Turistiche

2425-3-E1501N106

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#### Learning objectives

##### *Knowledge and understanding*

To teach students methods and techniques of tourism research that are useful in professional activities. To teach students some basic methodological skills through guided training.

##### *Applying knowledge and understanding*

To give students an orientation on the different kinds of empirical research and statistical information in the tourism field, and to teach them to use these in a critical and conscious manner

#### Contents

- Introduction to tourism research
- Qualitative and quantitative data collection techniques
- Data analysis
- Communicating results

#### Detailed program

- Introduction to tourism research. what, why and who

- The research process
- Ethics in research
- Secondary data sources (including DEMO ISTAT)
- Observation
- Qualitative interviews
- Focus groups
- Other qualitative data collection techniques
- The survey
- Experimental research
- Case study method
- Sampling
- The analysis of secondary data
- The research report

## **Prerequisites**

Basic understanding of social research methodology

## **Teaching methods**

Lectures, e-learning, individual exercises

The course consists of 56 hours, approximately 60% of which are dedicated to lecture-based teaching (lectures with the use of slides, audio, and video) and 40% to interactive teaching (exercises, group work, presentations).

## **Assessment methods**

Written examination constituted of 5 open question. The examinations aims to assess the basic knowledge of social research methodology and the ability to apply such skills to real cases.

## **Textbooks and Reading Materials**

1. Veal A. J. Research Methods for Leisure and Tourism. Harlow : Pearson. 2018 (Fifth edition). Chapters 1 till 12; chapter 18. Chapter 13, only sections 1, 2, 3, 6.

[2. Coles M. Student's Guide to Writing Dissertations and Thesis in Tourism Studies and Related Disciplines](#)

3. Project Planner (Sage Research Methods), available at: <https://methods-sagepub-com.unimib.idm.oclc.org/project-planner>

## **Sustainable Development Goals**

QUALITY EDUCATION

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